**Chapter 4 ~ The Basics of Marketing**

**4.1 ~ CHANGES IN TODAY’S MARKETING**

**GOALS**

* Explain how marketing today differs from marketing in the past.
* Show why understanding your customer is crucial to applying the marketing concept.

**Activity Levels**

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**Independence to Integration**

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**Problems to Opportunities**

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**Expense to Investment**

Was: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What Does Marketing Mean to a Business? (Page 93-95 Examples)**

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**GOALS**

* Understand how the marketing concept transforms business planning.
* Explain the importance of market segments and market opportunity analysis.
* Discuss how businesses develop the right marketing mix.

|  |  |
| --- | --- |
| **How Does the Marketing Concept Affect Planning?** | |
| **Without the Marketing Concept** | **With the Marketing Concept** |
| **1.**  **2.**  **3.** | **1.**  **2.** |

**Identifying Customer Needs**

Why is identifying customer needs difficult?

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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How do businesses view customers?

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**Satisfying Customer Needs**

*Market Segment:*

*Market Opportunity Analysis:*

**Creating the Right Mix**

**Developing Products**

**Making Distribution Decisions**

**Pricing Products and Services**

**Planning Promotion**

**4.3 ~ UNDERSTANDING CONSUMERS & COMPETITORS**

**GOALS**

* Detail the stages of consumer decision making.
* Understand how business can use the marketing concept in various types of competition.

**Consumer Decision Making Process (Page 106)**

**Responding to Competition**

Monopolistic

Limited

Intense

**4.4 ~ THE VARIED ROLE OF MARKETING**

**GOALS**

* Explain how the role of marketing differs in various types of businesses.
* Identify ways marketing is used by non-business organizations.

Producers & Manufacturers - Marketing Mix Focus: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Members

Wholesalers - Marketing Mix Focus: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Retailers - Marketing Mix Focus: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Service Businesses - Marketing Mix Focus: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marketing By Non-Business Organizations**

Non-Business Organizations - Primary Focus: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why is marketing important to non-business organizations?

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